

Video Ads & Ads in Flash

Video Ads

With ZEDO, you can serve all types of ads in Flash video players. We support pre-rolls and post rolls with sophisticated controls (using pre-rolls of various lengths with the content starting at the right time). ZEDO also allows you to serve overlays (ads overlaid on the video while the video is playing) with easy-to-use trafficking templates. ZEDO supports text overlays, banner overlays, scrolling tickers and animated sponsorship logos.

Ads on Flash Sites and Applications

On The New Internet, the number of Flash-based web sites, video players and applications has grown rapidly, especially in online games, entertainment and video sharing.

ZEDO has extended their leading Ad Serving technology into a flash-based environment. ZEDO's **Ads in Flash** feature answers the demand of Advertisers and Publishers for a coherent ad management solution.

With **Ads in Flash**, Publishers can serve all types of traditional and Rich Media ad formats inside a flash environment. Publishers can also optimize the ads and use all targeting options offered by ZEDO.

Ads in Flash is for Publishers who would like to serve Ads inside a Flash Player, site or application. Ads can be served before, after or in between the content.

Rotating Ad Network Tags in Flash Applications

New Internet sites have many users watching flash video players, photo players and playing flash games. These have millions of dollars of ad inventory waiting to be monetized. ZEDO uniquely in the industry allows New Internet sites to rotate regular html ad tags from *any ad network* in the flash. You can start making revenue from your flash video players or flash games immediately.

Technology

Ads in Flash uses Flash 8.0 with Action Script 2.0 and XML support.

Supported Ad Formats

- Standard Banner (.jpg, .gif. and .png)
- .swf
- .flv
- Network redirects
- In-video Banner
- Ticker, Logo Overlays

More Information

For more information about ZEDO's Ads in Flash, contact salesinfo@zedo.com or visit www.zedo.com.

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The logo features the word "ZEDO" in a bold, lime green, sans-serif font. A thick orange crosshair is superimposed over the letters, with the vertical bar passing through the center of the 'O' and the horizontal bar passing through the center of the 'E'.

Ad Solutions for The New Internet